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Elmer Gertz' "Moment of Madness" will be published Nov. 24, the anniversary of the slaying of Lee Harvey Oswald. The author was Jack Ruby's lawyer . . . Lillian Gish was accorded a standing ovation at the San Francisco Film Festival . . . Mai Zetterling's innovation at the festival was two-tone subtitles in her film, "Slickorna" . . . Andre Malraux may collaborate on a movie with Romain Gary next spring with Gary directing.

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